

## POSITION DESCRIPTION

# BUSHLAND VISITOR SERVICES OFFICER

## POSITION DETAILS

<b>POSITION No:</b>	5006	<b>UNIT:</b>	Bushland and Reserves
<b>EMPLOYMENT STATUS:</b>	0.4 FTE	<b>LOCATION:</b>	Council Centre
<b>DIVISION:</b>	Parks and City Amenity	<b>CLASSIFICATION:</b>	MO Level 2

## OBJECTIVES

### MISSION STATEMENT

Our mission is to ensure good governance of our capital City.

### DIVISION OBJECTIVE

The Parks and City Amenity Division incorporates the Parks and Recreation Unit, Bushland and Reserves Unit, Open Space Planning Team, Cleansing and Solid Waste Unit, Fleet and Fabrication Unit, Cleary's Gates Depot management and The Doone Kennedy Hobart Aquatic Centre.

These units have responsibility for a wide range of function areas, including: parks and reserves management; bushland management; open space planning; cleansing and solid waste management; fleet management; emergency management and the management of The Doone Kennedy Hobart Aquatic Centre.

The principal purpose of the Division is to provide a high standard of excellence in respect of these functions, in our approach to customers and in the management of community assets.

### POSITION OBJECTIVE

The role will develop, co-ordinate and implement visitor services initiatives to promote the use, enjoyment and appreciation of Hobart's bushland through a range of administrative, marketing, communication and promotional activities.

## KEY FUNCTIONS AND RESPONSIBILITIES

- Coordinate the marketing, promotion and communications of the Bushland Unit and liaise with other areas of Council to deliver a whole of Unit service that is consistent with corporate marketing and communication guidelines and policies.
- Service, develop and maintain oversight of the Bushland Unit Visitor Services requirements including on-site facilities and information, social media, media publicity and events.
- Assist in the assessment, conditioning and administration of requests to use Council bushland that involves leases/licences.



City of **HOBART**

- Assist with the development of a range of visitor information measures promoting park use including signage at key visitor nodes and facilities, web content and social media.
- Coordinate and contribute to the development and implementation of policies, procedures and key performance indicators for the visitor services area in consultation with the Program Leader.
- Assist with developing and implementing measures to help meet customer service demands for accessing Pinnacle Road in peak snow events.
- Assist the Program Leader in preparing and maintaining oversight of assigned budget.

**Work Health and Safety:** To take reasonable care that your acts or omissions do not adversely affect the health and safety of yourself or others in the workplace, to comply with any reasonable instructions given to you by the Council and to comply with the requirements of any and all WHS policies and procedures.

**Note:** Whilst the key functions and responsibilities for the role are set out above, the Council may direct an employee to carry out such duties or tasks as are within the limits of the employee's skill, competence and training.

## ORGANISATIONAL RELATIONSHIPS

### REPORTING RELATIONSHIPS

#### 1. INTERNAL

The Bushland Visitor Services Officer reports to the Program Leader for all operational and management matters and will liaise primarily with staff within the Parks and City Amenity Division and some other Divisions.

#### 2. EXTERNAL

This role will be required to liaise with the general public, relevant external agencies, peak bodies community organisations, contractors and the community.

## SELECTION CRITERIA

1. Diploma in Marketing or Communications, Environmental Science or a similar discipline relevant to natural area management coupled with demonstrated knowledge and experience delivering visitor services within natural areas.
2. Ability to develop and deliver marketing, promotion and communication programs for natural areas.
3. Well developed written and verbal communication and problem solving skills, including a proven ability to engage and communicate effectively with a range of audiences.
4. Well developed organisation skills coupled with experience in using Microsoft Office and a range of social media platforms.
5. Ability to assist with the preparation of budgets.
6. Current Drivers Licence, Police Check and Working With Children Check.

## SPECIAL CONDITIONS

Willingness to periodically work extended shifts associated with incident response situations.